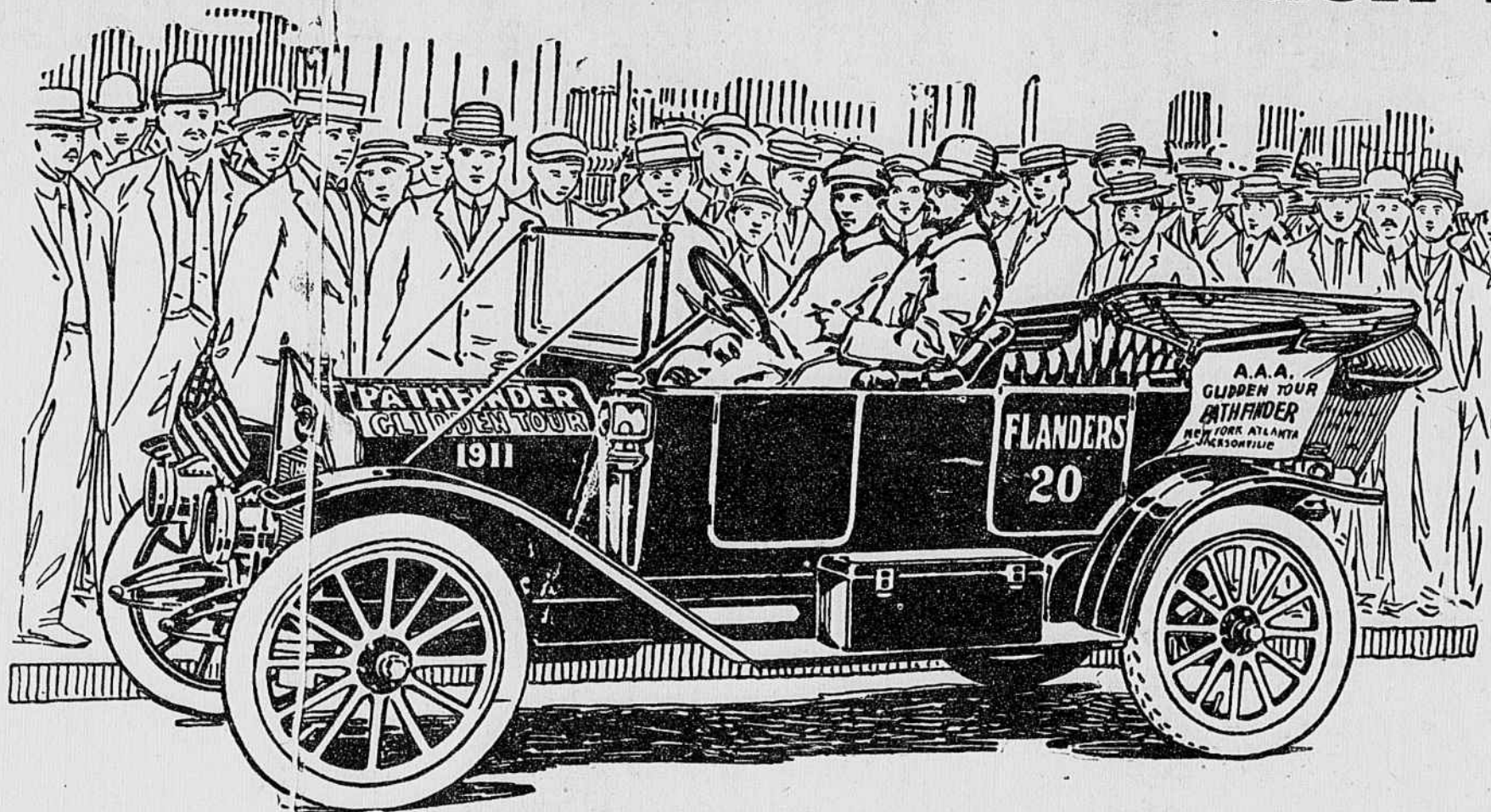


# This Flanders "20" Is the Car That Laid Out the Glidden Route

It Is the Lightest and Lowest Priced Car That Ever Performed the Feat—and It Did It Better—Made Better Time and Finished in Better Condition.



Not Only Beat All Previous Pathfinding Records But Also All Records for the Route—the Dixie Trail—1,490 Miles In 10 Days.

WHEN MR. S. M. BUTLER, Chairman of the Contest Board, of the American Automobile Association, first saw the Flanders "20" with which driver "Bill" Soules had been instructed to report at A. A. A. Headquarters in New York to lay out the route for the Glidden Tour to Jacksonville, Florida, he exclaimed:

"THERE MUST BE SOME MISTAKE! Surely you do not expect this little car to carry four passengers and cover the route in the time at our disposal? You see there are only 36 days between now and the date the tour must start, and maps, booklets and other data must be gotten out. We can't allow more than sixteen days of that for the pathfinding."

"WHY, WHAT DID YOU EXPECT, MR. BUTLER?" asked Driver Soules, who feared he had misunderstood his instructions—and Soules never does that.

"WHY I EXPECTED an E-M-F '30'—the old war horse that has laid out so many routes. I surely did not expect a smaller car and I am surprised that W. E. Flanders, Manager of the Studebaker automobile business would risk his and their reputation with the 2,600 dealers of the Studebaker Corporation in such an important event on so light a car. What will a 20 horse-power car do on the slippery clay roads of North Carolina and the sand trails of Florida? Why—!"

"WHAT WILL SHE DO?" asked Soules—now thoroughly on his mettle—"I'll tell you what she'll do, Mr. Butler: She'll make the \$5,000 cars that have laid out former Glidden Tours look like thirty cents—plugged."

"WHAT WILL SHE DO?"—you say you can only allow sixteen days; that's an average of eighty-five miles per day. We—this little three speed car and me—will take your official party over that route on the tour schedule—that's ten days—and we will give them as comfortable a ride as they ever had—and we won't be late for supper once."

"WHY, THE E-M-F '30' TOOK 33 DAYS to cover the 2,600 miles from Detroit to Denver and return when pathfinding for the 1909 Glidden," said the chairman. "And that was a great performance." "That's true, Mr. Butler, but we make wonderfully good cars nowadays. That's just what we are going to prove to you."

"YOU'RE ALL RIGHT, SOULES," exclaimed the Chairman enthusiastically now. "You have the right spirit and it is very evident you believe in your Flanders '20'. Go to it—and if you do the trick, hanged if I won't buy one—I begin to like the looks of her. She certainly is a trim looking little rig."

DRIVER SOULES WAS PLEASED—but he took issue with the chairman on one point. She isn't so 'little,' Mr. Chairman—she has 102 inch wheel base; will carry five just as easily as four, and we'll show you there's the biggest 20 horse-power under that bonnet you ever saw in a car."

WELL, TO MAKE A LONG STORY SHORT, she did it and she did it magnificently. Each succeeding day when Pathfinder Westgard wired the head office the surprise of Chairman Butler and his associates became greater.

ON SEPTEMBER 11th Mr. Bruce, Manager of the A. A. A. Touring Bureau wrote in part as follows: "We have today received a telegram from Mr. A. J. Westgard, our special representative, saying the Flanders car made the trip yesterday from Gettysburg to Staunton, a distance of 179 miles—a splendid performance considering that the road detail is being taken all the way for map making \* \* \* will not you arrange to have the Flanders '20' continue after finishing the Glidden route, and come up from Jacksonville thru Savannah to Charlotte, connecting North and South by the Shenandoah Valley, Charlotte, Columbus, Augusta and Savannah." We wired, "Glad to do it, or to continue the route to Panama or the Pacific Coast—it's all the same to the sturdy Flanders car."

NOW THIS IS ONLY ONE of several great feats the new three speed Flanders "20" has performed during these past few weeks. We set out to show that in this three speed, fore-door model we have a car that has not a superior in the world—and not an equal outside of our own E-M-F "30," the staying qualities, speed and hill climbing ability of which is so well known that it no longer needs demonstrating.

JUST LISTEN TO THIS: Flanders "20" has won every event she has entered—has more reliability runs, more hill climbs to her credit than any other car this season. Not a day passes but she adds one or two more victories to her credit—one or two more trophies to her collection.

## Flanders "20" Wins

1. IOWA'S LITTLE GLIDDEN: Flanders "20" made three perfect road scores out of a possible three. Going some!
2. TWIN CITIES TO HELENA, MONTANA: 1390 miles over prairie trails and mountain passes—mud—hub deep in places. \$4,000 cars succumbed to the difficulties—Flanders "20" won 1st and 2nd—all the prizes there were.
3. DEAD HORSE HILL: At Worcester, Mass. This is America's Greatest Annual Hill Climbing Contest. Flanders "20" won first, clipping 47 seconds off previous record and making her nearest competitor look like an also-ran.
4. ST. LOUIS TO KANSAS CITY Reliability Run: Flanders "20" won 1st with score of 998 out of possible 1,000. Other cars penalized 150 to 999 points—and out.
5. BUFFALO ENDURANCE RUN: A test devised to eliminate all if possible. Proved to be four days of mud plugging—that's nuts for Flanders "20." Won first—of course.
6. NEWPORT HILL CLIMB: This was not a sanctioned meet but is the biggest event of the year in Indiana—worst hill in the state. An owner entered his own car—and he not only won in his class, but made a clean sweep of seven straight events in larger car classes. A 90 horse power Knox beat her time 2 seconds—hooray!
7. DES MOINES, IOWA—Speed Event: Two special racing cars came to town—fine frameup for a record. Dealer took stock car off the showroom floor—and cleaned them up—1st easily.
8. SEATTLE TO HAZELTON, B. C.: This was not a contest—for the very good reason that no other car has ever dared attempt the trip for gold medal offered two years ago. Flanders "20" went after it—through the wilderness. Brought it back, of course. This will long stand as a record of endurance for motor cars of any power or price.
9. PATHFINDER FOR GLIDDEN TOUR—first official car over the "Dixie Trail"—New York to Jacksonville, 1,490 miles in 10 days—average 149 miles a day. Chairman Butler of the A. A. A. says the cleanest job ever done in laying out a Glidden Route—a wonderful car.

WITHIN EIGHT WEEKS SHE HAS WON NINE important events—enumerated in the panel. In one she made three perfect road scores out of a possible three; in another, Minneapolis to Helena Reliability Run, she won first and second—all the prizes there were. And at Worcester, Mass., she won America's premier hill climbing event, chipping 47 seconds off the previous record and beating the time of several cars of four and five times her price.

IF YOU FOLLOWED THE NEWS you have doubtless been struck by the consistent performance of this car in all reliability events. To say that Flanders "20" is entered in a reliability event is to say Flanders "20" has won First—and most likely, Second and Third also. Always first thru.

THAT'S WONDERFUL WHEN YOU CONSIDER that in these events, while entered only in her own class, her merit scores at the end make those of cars in the higher priced classes look cheap indeed.

TAKE THE TWIN CITY RUN—Minneapolis to Helena, Montana, over prairie trails and mountain passes, in which such cars as Packard, Stoddard-Dayton, Abbott-Detroit, Simplex, Maxwell, Cole, Krit, Hupmobile and other cars failed to finish with perfect scores, and two out of three Flanders "20's" did.

IS PRICE ANY INDICATION of the road ability, the staying qualities, the reliability and the capacity for standing hard knocks?—surely not in view of these splendid victories of this "20" horse-power \$800 car.

NO, IT CERTAINLY IS NOT—we have never claimed that the E-M-F "30" was a better car than the three speed Flanders "20." The thirty is a little larger—ten inches longer wheel base, will go faster—say 65 miles per hour as against the 47 that any Flanders Touring car will go; but it won't—and no car made will—climb a hill better; it won't—and no car made will—stand rougher usage or perform so well month in month out with so little care or attention or expense.

FLANDERS "20" IS MADE OF SAME high grade steels—the best the science of metallurgy knows how to produce—by the same careful methods and in the largest plant in the world devoted to the making of one model. We make every part—from pig iron and the raw steel bar to the finished car." And we guarantee every car for a year, giving the buyer a bond signed by General Manager Walter E. Flanders himself.

FLANDERS "20" IS YOUR CAR—it is the ideal car for the man who does not feel he can afford, or who does not care to put more than \$1,000 into an automobile—whether it be the one car he and his family shall use for all purposes, or an auxiliary car for the rich man who wishes to save his big, expensive, more cumbersome touring car or limousine.

DELIVERIES—YES, THAT'S THE ONLY TROUBLE—we can't seem to catch up with the demand—can't promise you immediate delivery. August was the biggest month in our history. September will surpass it by 500 cars—shipping 125 Flanders "20" cars per day now and increasing our factory facilities just as fast as we can. Bought the original Ford plant last month and putting on 1,000 more men. This will increase our output 20 per cent. Trying our best to catch up—but people have come to appreciate this car and the demand still leads the supply.

ONLY WAY IS TO SEE YOUR LOCAL DEALER at once. Get your order in, pay a deposit, so the order will be sent to the factory and given its regular serial number—then you won't have to wait long. Every day's delay in placing the order makes two more days' delay in getting the car, for Flanders "20" is carrying everything before her, and the "tin cars" are losing ground fast. Flanders "20" has the call—but if you hurry you'll be "lucky."

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